

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
REQUEST FOR FILING NATIONAL PATENT APPLICATION  
Under 35 USC 111(a) and Rule 53(b)**

02/27/02

Hon. Commissioner of Patents  
Washington, D.C. 20231

## PATENT APPLICATION

**WITH SIGNED DECLARATION**

JJC979 U.S. PTO  
10/083901  
  
02/27/02

Sir:

Herewith is the PATENT APPLICATION of  
Inventor(s): FATEHALI DHARSSI

Title SYSTEM AND METHOD FOR TARGETED ADVERTISING AND MARKETING

Atty. Dkt.: PW 243330

Mac

**Client Ref**

including:

Date: February 27, 2002

1. Specification: 19 pages (only spec. and claims) 2.  Specification in non-English language

3. Declaration  Original  Facsimile/Copy  Abstract 1 page(s); 20 numbered claims

4.  Drawings: 1 sheet(s)  informal;  formal of size:  A4  11"

5.  See top first page re prior Provisional, National or International application(s). ("X" box only if info is there and do not complete corresponding item 5 or 6). (Prior M# 250076 SN 09/689,540)

6. **AMEND the specification** please by inserting before the first line: -- This is a  Continuation-in-Part  
 Divisional  Continuation  Substitute Application (MPEP 201.09) of:

6(a)  National Appln. No.       /       filed       . (M#       )

6(b)  International Appln. No.        filed         
 which designated the U.S., and that International Application  was  was not published under PCT Article 21(2) in English.--

7.  **AMEND the specification** by inserting before the first line: -- This application claims the benefit of U.S. Provisional Application No. 60/      , filed       . --

8.  Attached is an assignment and cover sheet. Please return the recorded assignment to the undersigned.

9.  Prior application is assigned to DSD COMMUNICATIONS, INC.

1001 Fourth Avenue Plaza, Suite 3200, Seattle, Washington 98154

by Assignment recorded October 21, 2000 Reel 011251

Frame 0592-0594

10. **FOREIGN** priority is claimed under 35 USC 119(a)-(d)/365(b) based on filing in

11. (country)

Application No.	Filing Date	Application No.	Filing Date
(1)		(2)	
(3)		(4)	
(5)		(6)	
(7)		(8)	
(9)		<input type="checkbox"/>	See 3 <sup>rd</sup> page for additional priorities

12. \_\_\_\_\_ (No.) Certified copy (copies):  attached;  previously filed (date) \_\_\_\_\_  
in U.S. Application No. \_\_\_\_\_ / filed on \_\_\_\_\_

13. Small entity status →  is not claimed;  is claimed (Pre-filing confirmation required)

13(a)  Attached: \_\_\_\_\_ (No.) Small Entity Statement(s) (since 9/8/00 small entity statement(s) not essential to make claim)

13(b)  See **NONPUBLICATION REQUEST** under Rule 213(a) attached (PAT-258)

14. **DOMESTIC/INTERNATIONAL** priority is claimed under 35 USC 119(e)/120/365(c) based on the following provisional, nonprovisional and/or PCT international application(s):

Application No.	Filing Date	Application No.	Filing Date
(1) 09/689,540	October 12, 2000	(4)	
(2)		(5)	
(3)		(6)	

15.  This application is being filed under Rule 53(b)(2) since an inventor is named in the enclosed Declaration who was not named in the prior application.

16.  Attached:

17.  Preliminary Amendment:

**THE FOLLOWING FILING FEE IS BASED ON CLAIMS AS FILED LESS ANY ABOVE CANCELLED**

	Large/Small Entity		Fee Code
18. Basic Filing Fee	\$740/\$370	\$370	101/201
19. Total Effective Claims 20	minus 20 = *0	x \$18/\$9 = + 0	103/203
20. Independent Claims 2	minus 3 = *0	x \$84/\$42 = + 0	102/202
*If answer is zero or less, enter "0"			
21. If any proper multiple dependent claim (ignore improper) is present, add (Leave this line blank if this is a reissue application)	+ \$280/\$140	+ 0	104/204
22.	<b>TOTAL FILING FEE ENCLOSED =</b>	<b>\$370</b>	
23. If "non-English" box 2 is X'd, add Rule 17(k) processing fee	+ \$130	+ 0	139
24. If "assignment" box 8 is X'd, add recording fee	+ \$40	+ 40	581
25. <input type="checkbox"/> Attached is a Petition/Fee under Rule No.	+ \$130	+ 0	122
26.	<b>TOTAL FEE ENCLOSED =</b>	<b>\$410</b>	

Our Deposit Account No. 03-3975

Our Order No. 21252

C# 243330 M#

**CHARGE STATEMENT.** The Commissioner is hereby authorized to charge any fee specifically authorized hereafter, or any missing or insufficient fee(s) filed, or asserted to be filed, or which should have been filed herewith or concerning any paper filed hereafter, and which may be required under Rules 16-18 (missing or insufficient fee only) now or hereafter relative to this application and the resulting Official document under Rule 20, or credit any overpayment, to our Account/Order Nos. shown above for which purpose a duplicate copy of this sheet is attached.

This **CHARGE STATEMENT** does not authorize charge of the issue fee until/unless an issue fee transmittal form is filed.

**Pillsbury Winthrop LLP**  
**Intellectual Property Group**

725 South Figueroa Street, Suite 2800  
Los Angeles, CA 90017-5406  
Tel: (213) 488-7100

By Atty: Keyvan Davoudian

Reg. No. 47,520

KD/MG

NOTE: File in duplicate with 2 post card receipts (PAT-103) & attachments

Sig: 

Fax: (213) 629-1033

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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of: FATEHALI DHARSSI Serial No.: UNASSIGNED Filed: FEBRUARY 27, 2002 For: SYSTEM AND METHOD FOR TARGETED ADVERTISING AND MARKETING	Group No.: UNKNOWN Examiner: UNKNOWN
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**CERTIFICATE OF MAILING VIA U.S. EXPRESS MAIL**

"Express Mail" Mailing Label No.

Date of Deposit: February 27, 2002

Box PATENT APPLICATION  
Assistant Commissioner for Patents  
Washington, D.C. 20231

Dear Sir:

I hereby certify that

- Letter of transmittal
- Check in the amount of \$370 as filing fee.
- Patent application (19 pages of specification; 20 claims; 1 pages of abstract)
- 1 sheet(s) of informal drawings
- Declaration and Power of Attorney
- Executed assignment, with Recordation Cover Letter and check in amount of \$40
- Return postcard

are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service with sufficient postage under 37 CFR 1.10 on the date indicated above and are addressed to:

Box PATENT APPLICATION  
Assistant Commissioner for Patents  
Washington, D.C. 20231.

February 27, 2002

Date of Deposit

Ernie Sandoval

Name of person mailing papers

  
Signature